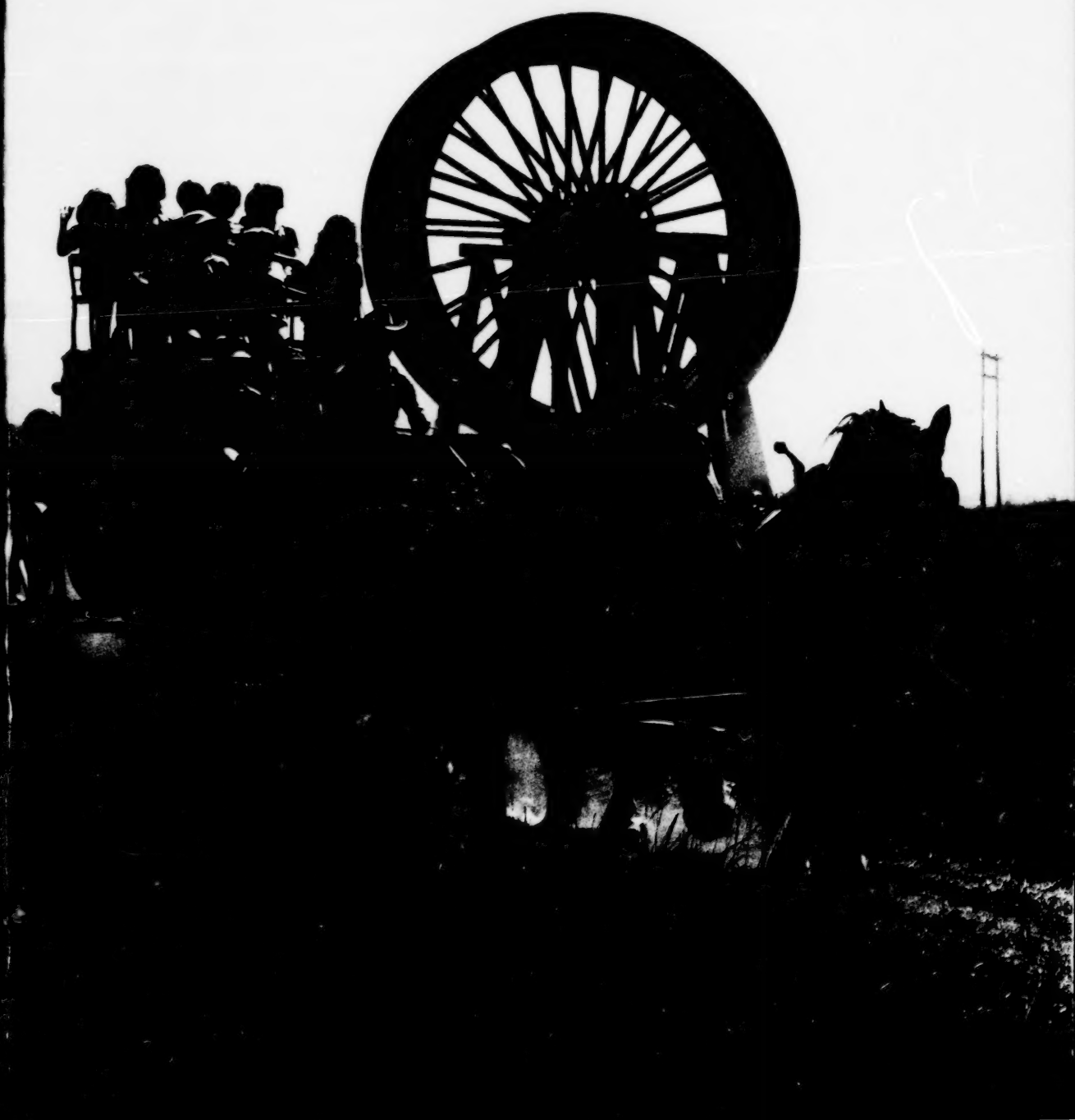




TOURISM BRITISH COLUMBIA | **ANNUAL REPORT 1981**



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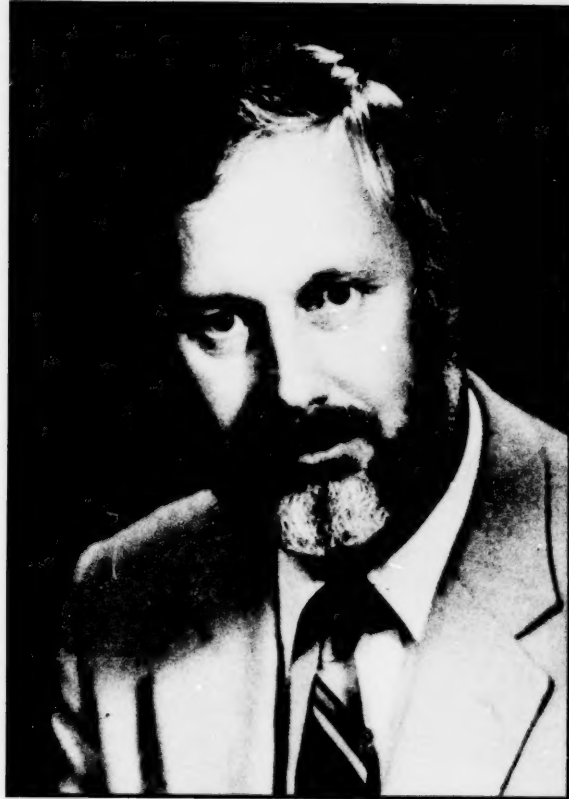
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OFFICE OF
THE MINISTER

VICTORIA, BRITISH COLUMBIA, AUGUST 20, 1982

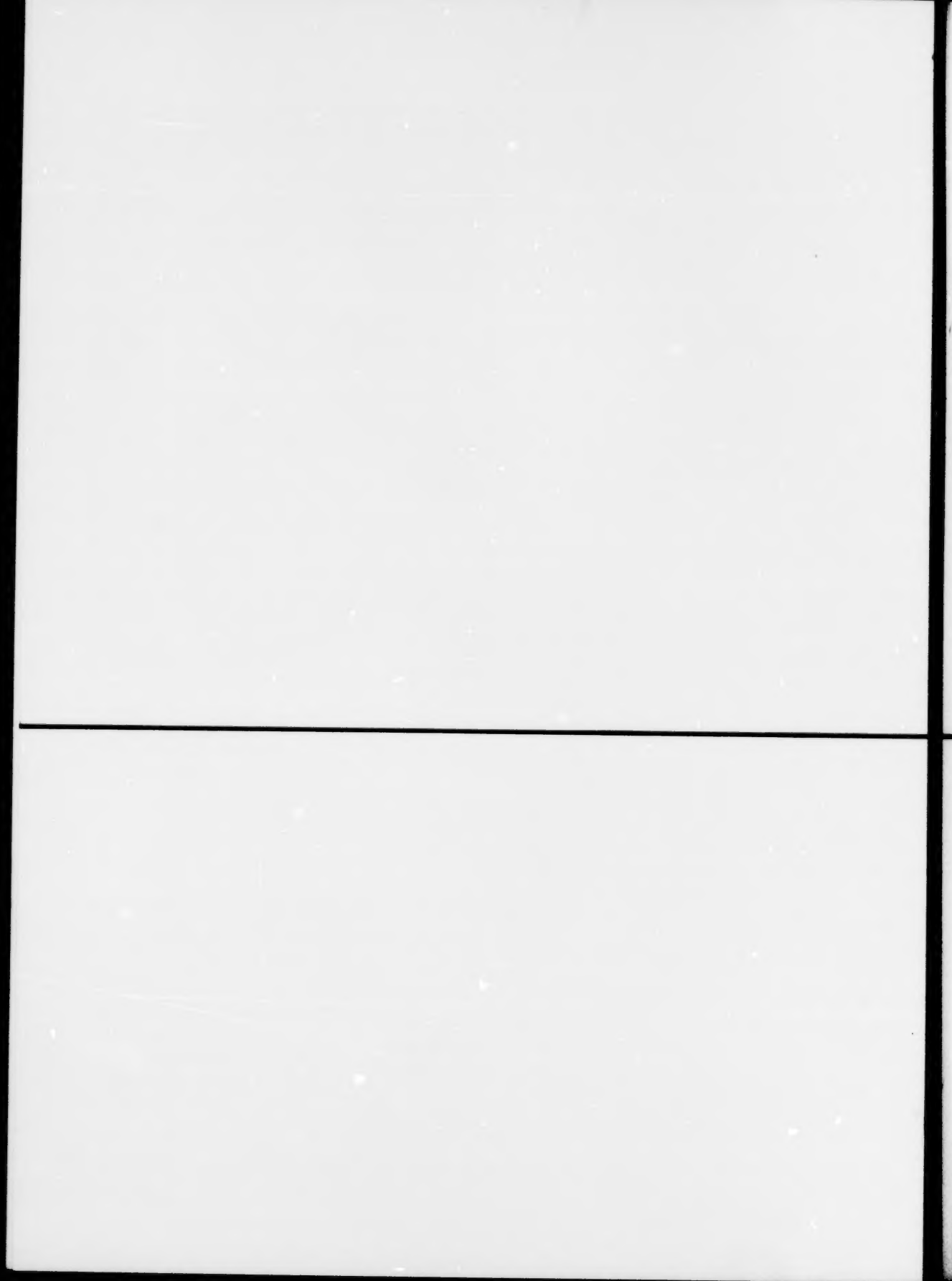
The Honourable
HENRY BELL-IRVING,
Lieutenant-Governor of the
Province of British Columbia

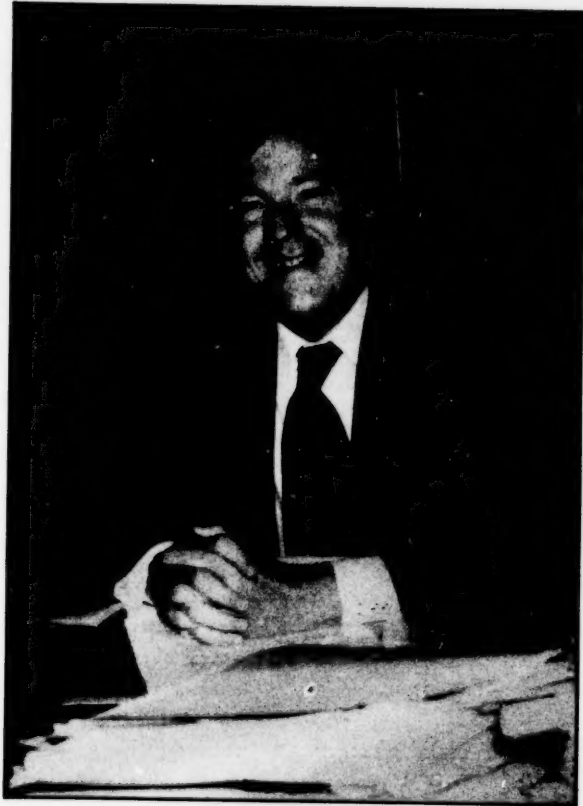
MAY IT PLEASE YOUR HONOUR:

I respectfully submit the Annual Report of the Ministry of Tourism
for the year ended March 31, 1982.

Yours very truly,

CLAUDE RICHMOND
Minister of Tourism





**OFFICE OF
THE DEPUTY
MINISTER**

VICTORIA, BRITISH COLUMBIA, AUGUST 20, 1982

The Honourable
CLAUDE H. RICHMOND,
Minister of Tourism
Legislative Buildings,
Victoria, British Columbia

SIR:

I have the honour to submit the Annual Report of the Ministry of Tourism for the year ended March 31, 1982.

Yours very truly,

Dr. James D. Rae
Deputy Minister

Annual Report 1981





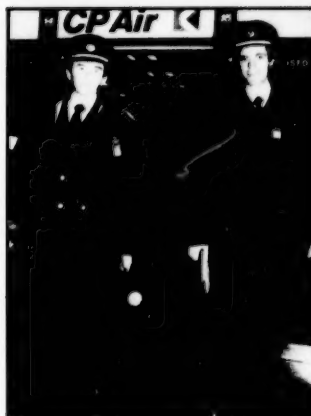
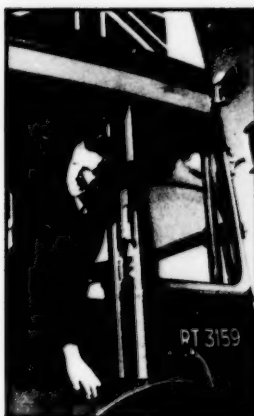




TOURISM

Tourism is "a basic and most desirable human activity deserving praise and encouragement of all peoples and governments", and "an important factor in economic development and international trade, . . . (which) can and does make a vital contribution to economic growth."

— United Nations Conference on International Travel and Tourism, Rome, 1963.

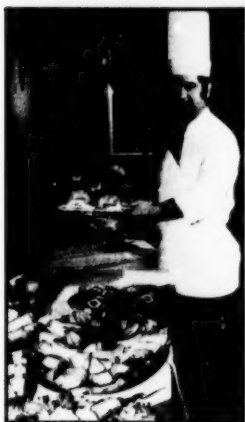
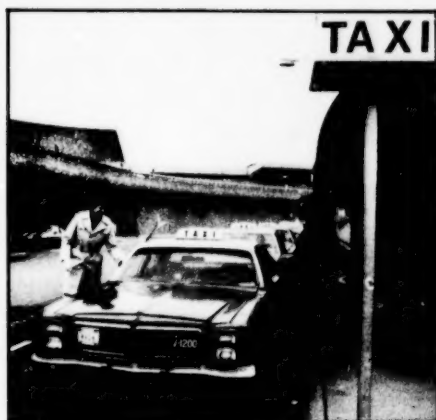


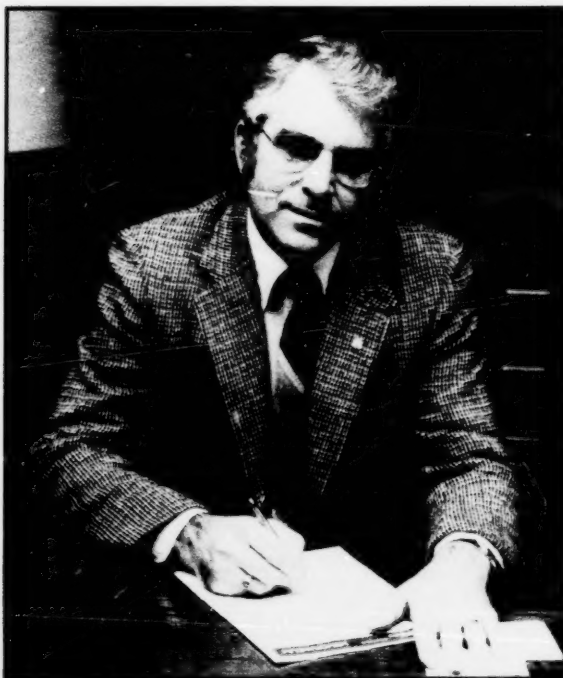
TOURISM IN BRITISH COLUMBIA

Teamwork, in the tourism ministry and among the private, volunteer and public sectors, is the reason for the whirling successes achieved in tourism over the past few years in British Columbia.

In 1981, tourism revenues went past the \$2-billion mark. A decade ago, it was \$522 million.

Today, British Columbia's cohesive tourism sector, working together like a solid energized sphere, with a smooth, positive approach that endears and enhances everything around it, continues to speed towards another goal: \$3.575 billion by 1986.





Assistant Deputy Minister John F. Currie — Operations



Assistant Deputy Minister John G. Plul — Marketing

THE MINISTRY OF TOURISM:

The Ministry of Tourism's evolution goes back to 1894 when the Bureau of Statistics, under the Provincial Secretary, started to compile data on travellers.

By 1938, the tourism industry had grown big enough to warrant the creation of the British Columbia Travel Bureau within the newly-formed Department of Trade and Industry. In 1957, the bureau was taken under the wings of the new Department of Recreation and Conservation.

Because of tourism's rapid growth in the 1960s, the Department of Travel Industry was created in 1967, but, until the end of the 1970s and except for a brief period (October 3 to November 4, 1975), the ministers holding the tourism portfolio had other responsibilities as well.

On January 10, 1980, the Ministry of Tourism was established and a minister solely responsible for the ministry was appointed.

The ministry is today a sales and service organization — SELLING people on the idea of visiting or touring British Columbia and ensuring that those who do so receive the SERVICES they expect.

The ministry has a sales, or Marketing Division, and a service, or Operations Division.

Each division has five branches:



MARKETING DIVISION:

- Marketing Branch
- Market Development Branch
- Film Development Branch
- Special Services Branch
- Information Services Branch

OPERATIONS DIVISION:

- Visitor Services Branch
- Policy, Development and Planning Branch
- Educational Services Branch
- Beautiful British Columbia Magazine Distribution Branch
- Finance, Administration and Personnel Branch



TOURISM IS PEOPLE FIRST — TURNING IDEAS INTO ACTION:

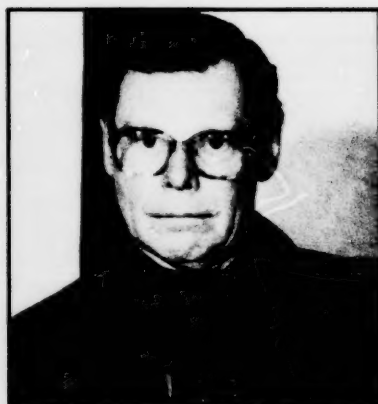
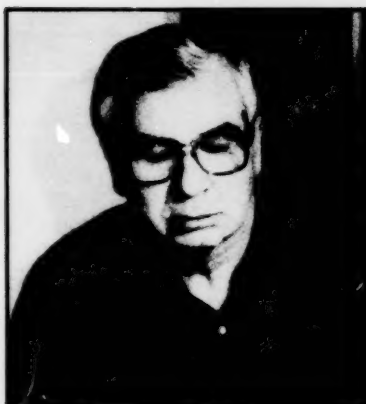
To effectively carry out its mandate, the Ministry of Tourism works as a team. Below is the list of members of the Ministry of Tourism team:

Alma Franklin
Anita Sirkia
Ann Mathie
Anabelle Mitchell
Anne Marie Mylett
Arlene Dean
Armand LaLiberte
Audrey Barnes
Barbara Williams
Barry Beaulac
Barry Lee
Bea Stebeck
Ben Pires
Bette Rubin
Bev Anaka
Bev Bailey
Bill Lavigne
Birgit Mallett
Blanche Dwyer
Bob Der
Bob Saunders
Bob Schuring
Bonita Dreger
Brad Kirk
Bryan McGill

Camille Walker
Carol Nicholson
Caroline Slydell
Cathy Louie
Cheryl Coull
Cheryl Kirby
Cheryl Matthews
Cheryl Mockford
The Honourable Claude Richmond
Colleen Cattell
Coral Carter
Craig Strickland
Dave Henderson
David Tomljenovich
Deanna Smith
Debbie Buick
Debbie Lewis
Debra MacDonald
Deirdre Lydon
Denise Burg
Dennis Holmes
Diane Reid
Diana Law
Diana Allan
Diane Neufeld

Dianna Whitehurst
Dick Nakamura
Donna Grychowski
Donna Dornik
Doreen Brydges
Dorothy McClung
Doug Kerr
Doug Matheson
Doug White
Elaine Jones
Elsie Mollick
Evelyn Femia
Francesca Gonsalves
Francine Mailhot
Frank Hussey
Frankie Spear
Fraser Argue
Fred Colthorpe
Gaeton Hebert
Gail Carrie
Gail Williams
Gary Loat
George Piercey
Gerry Henderson
Gerry Splatt

Gordon Mesley
Gordon Mitchell
Gordon Whittaker
Gurmeet Singh
Harold Stymest
Harve Pratt
Heather Kochems
Isabel Clarke
Jack Burnham
Jackie Thame
James Rae
Jan Evans
Jane Davidson
Janet Mumford
Jennifer Ballou
Jerry Stevens
Jess Rai
Jessie Noble
Hill Johnson
Jill Ranson
Jim Willis
Joan Dayton
Joan Thomas
Joanie Obara
John Anderson

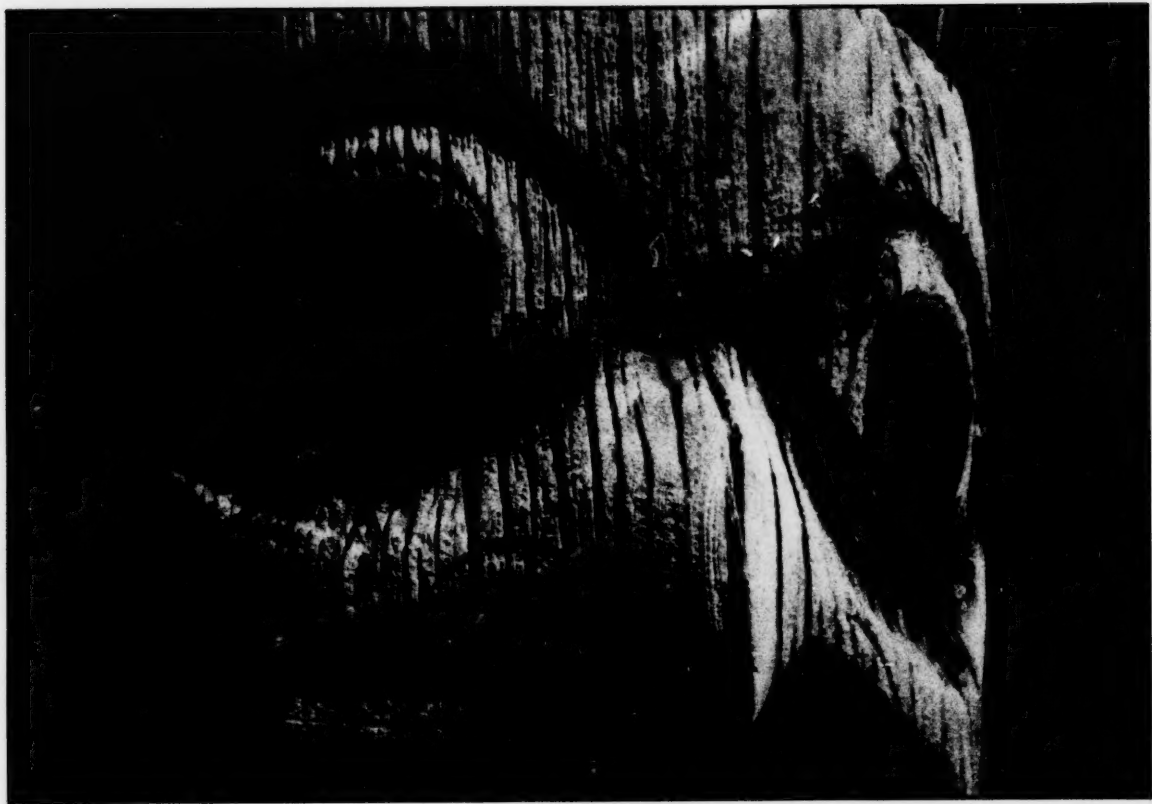


John Currie
John Elton
John Plul
Judith Walker
Julietta Gaiga
Julie Taylor
June Lukas
Justis Greene
Kareen Cantafio
Karc v McLaughlin
Karen Marshall
Kathleen Manning
Kathy Davies
Kathy Ferguson
Kathy Harris
Kathy Johnson
Ken Dickson
Ken Gibbs
Ken Ritchie
Ken Staniforth
Ken Woodward
Kevin Sing
Kim Tapping
Kris Booth
Kristina Leys

Larry Green
Laurel Weicker
Leny Cleophas
Leona Jones
Linda Hendy
Linda Lee
Linda W.C. Lee
Lindsay McFadden
Lisa Friedli
Liz Graham
Lydia Nonni
Lynn Ciacco
Lynn Higgins
Marjorie Greene
Mark Gelfond
Mary Christiansen
Mary Hutchings
Mary McCordic
Mary Strong
Maureen Reed
Maurice Borrelly
Merilee Walton
Mick Collins
Myrna Bennett
Nonni Inove

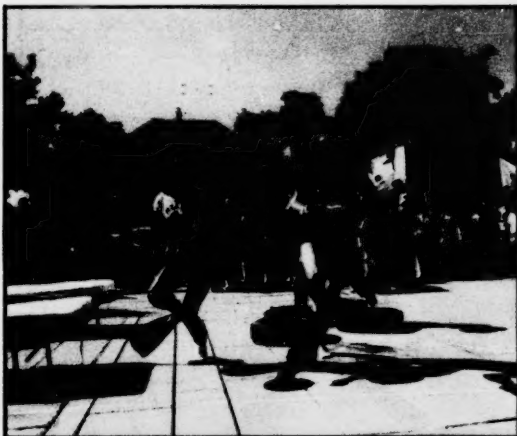
Norm Keziere
Norma Hunter
Olga Wendell
Pat Bridge
Pat Brodie
Pat Dewhurst
Pat Vesey
Patrick Fair
Patricia Yong
Paul Norman
Penny Wardle
Peter Tasker
Peter Tucker
Phil Moreau
Phyllis Hickson
Ray Dykes
Raye Skye
Renay Reimer
Richard Lewis
Richard Ludwig
Richard Tassie
Richard Zerbe
Rick Lemon
Rob Tyler
Robyn Britton

Ron Boulden
Ron Burnett
Russ McDonald
Sandra Steeves
Sandy Priestley
Sarah Stanger
Sharon Giddens
Shawn Paolone
Shirley Orrick
Susan Hill
Suzanne Lang
Sylvia Wilson
Terry Wardell
Tom Clark
Tony Owen
Tracy Weisgarber
Val Timothy
Val Vrlak
Vern Treichel
Wayne Carter
Wilma Flynn
Yummi Ross
Yvonne Milligan
Yvonne Page



SUPER, NATURAL

BRITISH COLUMBIA, CANADA



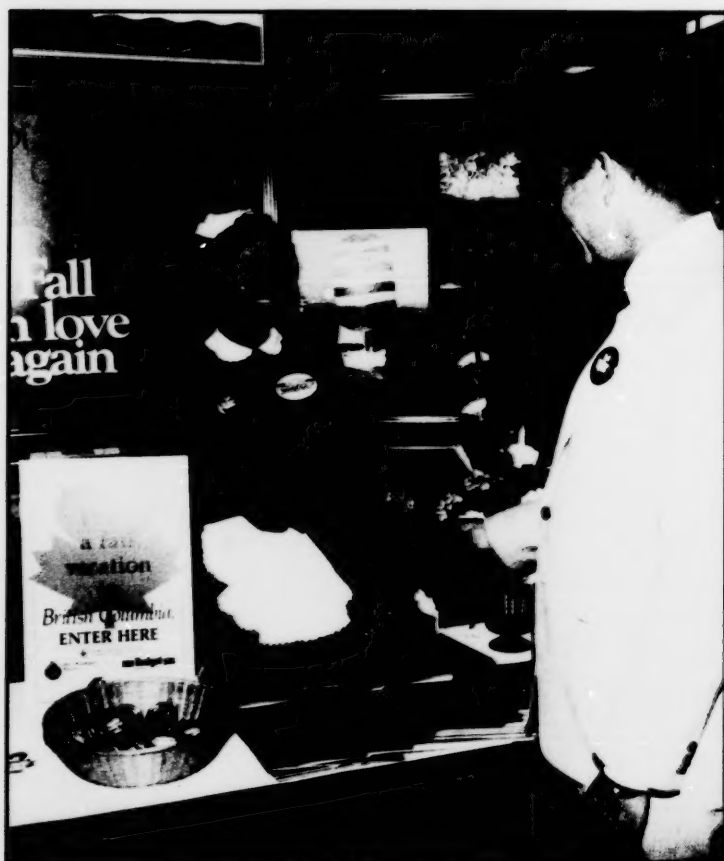
MARKETING BRANCH

OBJECTIVE:

To market British Columbia throughout the world as a vacation destination.

FUNCTIONS:

- Developing, recommending and implementing short-term and long-term marketing policies and strategies;
- Supervising the development and placement of ads in the media in accordance with current promotional themes;
- Monitoring and keeping the industry and the public aware of changing market conditions and advantages;
- Conducting promotional blitzes;
- Directing resident awareness programs;
- Publicizing the regular summer excursion run of the Royal Hudson steam train between North Vancouver and Squamish.



MARKETING BRANCH

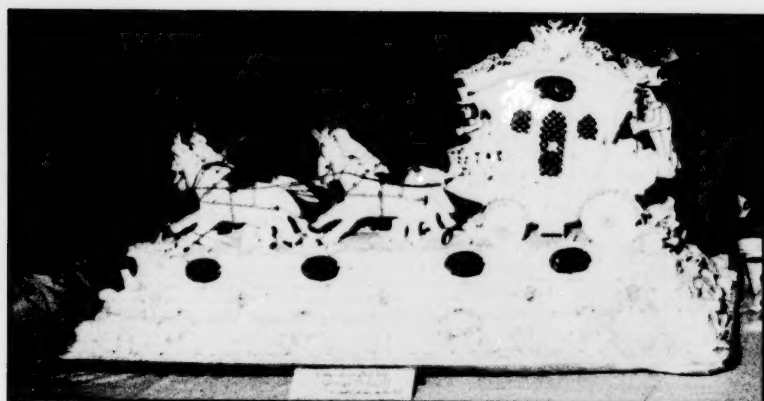
Marketing Plans:

The ministry's 1981/82 Marketing Plan, aimed at increasing general revenues, numbers of visitors, length of visits, resident travel, and improving facilities, and seasonal and regional distribution of visitors, was implemented during the year.

Primary markets aimed at were: Western United States, British Columbia, and Canada, east, north and central United States, Japan, United Kingdom, Germany, Australasia, the Netherlands.

'Showtime '81' was the promotional theme — a salute to the province's multi-cultural activities and events which take place throughout the province.

The theme's logo — the words 'Showtime' in a golden neon-like design on blue background — appeared in newspapers throughout British Columbia on a regular basis, along with a calendar of festivals and special events happening in all regions of the province.



Media Advertising:

The ministry's media advertising campaign program followed the 1981/82 Marketing Plan.

A major spring, fall, and winter advertising campaign was launched in 1981 to encourage shoulder-season travel to and within the province.

The promotions involved an extensive print campaign in consumer and trade publications. Full-page, four-color magazine ads appeared in major publications such as *Time*, *Reader's Digest*, *New Yorker*, and *Maclean's* as well as in newspaper inserts.

A spring and summer television campaign was launched in Canada and southwestern United States, and radio promotions supported seasonal events for fall and winter travel.

The print-oriented winter campaign focused on "peak experiences" in British Columbia while the fall advertising campaign invited visitors to "fall in love again."

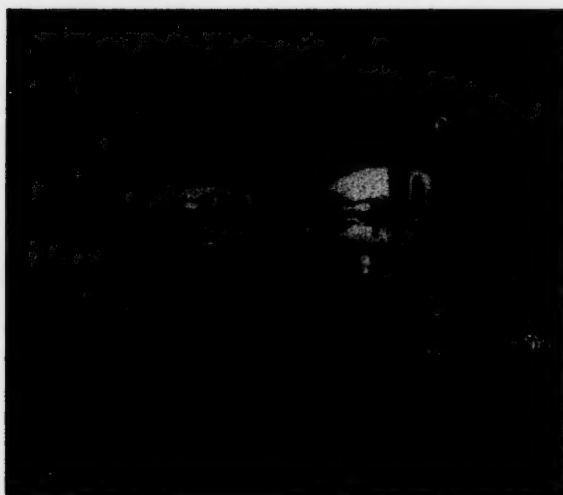
Tea Party:

On July 29, some 5,600 persons in Robson Square, Vancouver, celebrated the wedding of Prince Charles and Lady Diana Spencer by eating 2,000 pounds of cake and drinking gallons and gallons of tea.

The party was sponsored by the ministry in co-operation with the private sector.

Visitors to British Columbia from around the world signed a special guest book, which was delivered to Buckingham Palace in September by the minister and Alex Hart, agent general for British Columbia.

Tea party guests each paid one dollar for a total of \$4,500, which was donated to the CKNW 'Orphan's Fund' for disabled and unfortunate children.



MARKETING BRANCH

Resident Awareness Program:

The innovative "Good Show" program continued in its second year to recognize the real strength of the tourist industry: the people who work within the industry.

Visitors and residents were asked to nominate individuals who extended excellent and courteous service to them.

Five hundred thousand nomination cards were available to visitors on tables and from 50,000 dispensers located in hotels, restaurants, stores and tourist attractions.

In addition, 5,000 posters and 5,000 decals were also available for promoting the program.

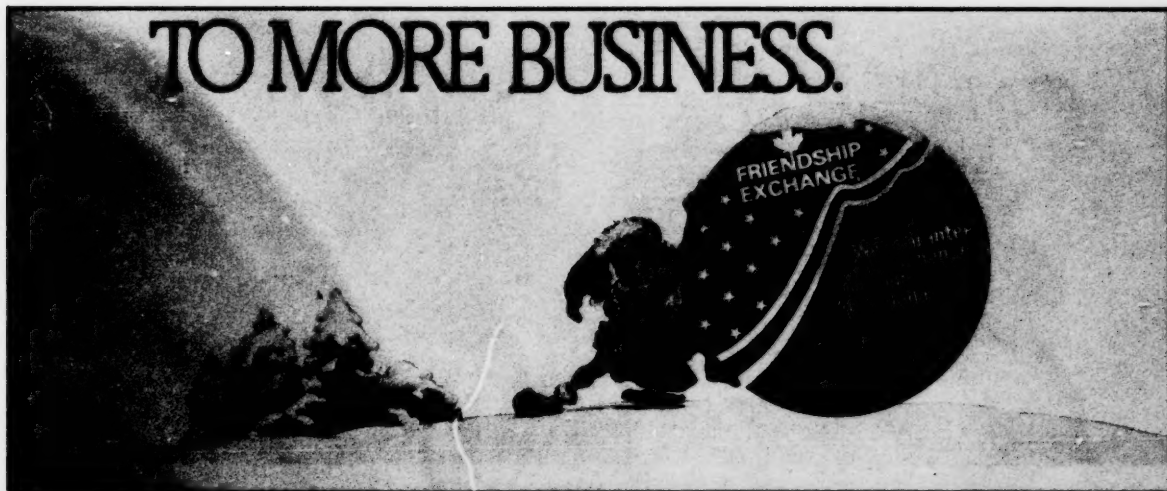
"Good Show" was advertised on the radio from mid-May to mid-August. Bus signs asked: "Did someone steal the show?"

Over 9,000 dedicated persons across the province were awarded "Good Show" pins and sent a congratulatory card from the premier. More than 15,000 nominations, including duplicates, were received.

The ministry presented nine gold "Good Show" pins to individuals who demonstrated exceptional service to the industry.

Twenty-seven gold pins have been awarded since the program began.

TO MORE BUSINESS.



Friendship Exchange:

To encourage British Columbia merchants to offer shoppers from the United States a fair rate-of-exchange on the dollar, and thus encourage persons from across the border to shop in the province, the ministry implemented the "friendship exchange" program in time for the Christmas season.

The high rate-of-exchange for the United States dollar placed British Columbia merchants in an excellent position to offer their United States customers the best value for their money.

Ten thousand letters were mailed, and businesses were canvassed in the Greater Victoria, Greater Vancouver, and Kootenay areas of the province.

Four thousand establishments pledged their co-operation with the "Friendship Exchange" program.

Five thousand red-white-and-blue friendship window stickers and rate wheels were distributed to merchants in British Columbia.

To ensure that both British Columbia merchants and United States customers were well aware of the benefits of the program, the ministry conducted a multi-media campaign on both sides of the border.

The program was run under the theme: "'Tis the season to shop up north," and "We've got a present for you, Seattle/Spokane."

Pasadena Rose Bowl Parade:

Through its entry in the 92nd annual Rose Bowl Parade in Pasadena, California on January 1, the ministry extended an invitation to 150 million persons to 'Celebrate the Great Outdoors' in British Columbia.

The province's float was seen by an estimated million-and-a-half parade-goers and 150 million television viewers in the United States, Canada, Mexico, and several other countries.

The 15-metre-long float featured a natural-bark log arbor, with yellow roses cascading from the top, and figures of Royal Canadian Mounted Police — men in red poinsettia-covered coats at each end.

Panels displayed outdoors sports scenes in the province.



MARKETING BRANCH

Royal Hudson Train 1981 Inaugural:

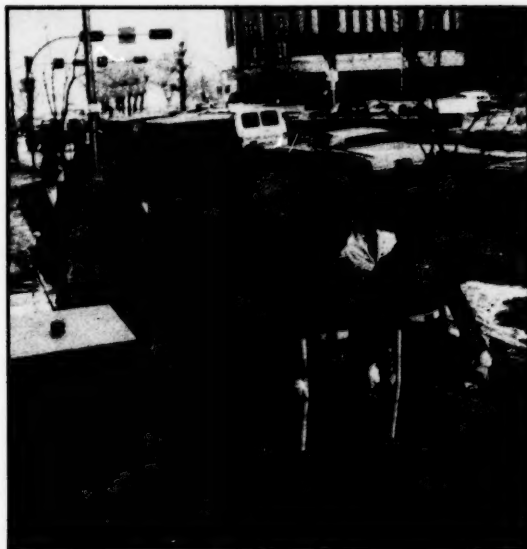
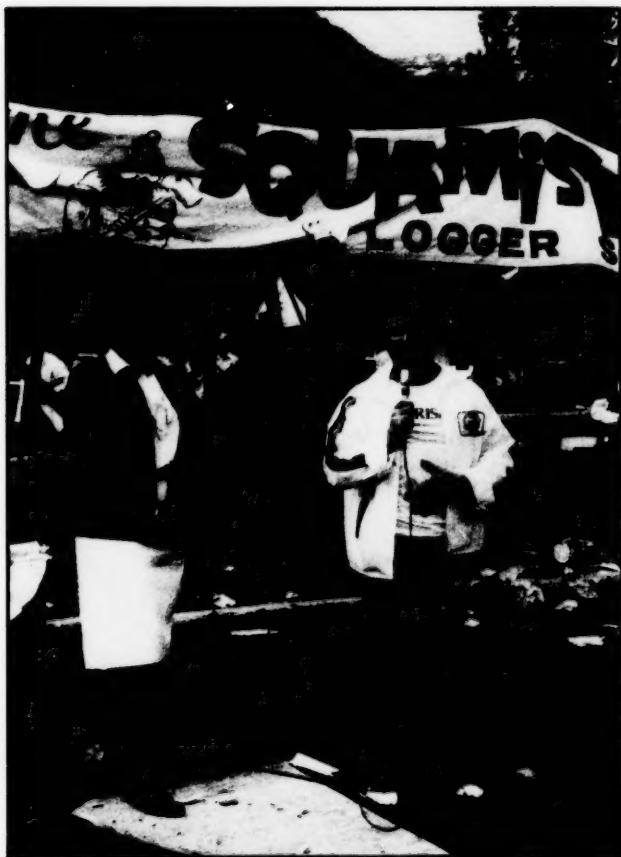
The Royal Hudson's 1981 season was inaugurated May 31 with a tribute to the "International Year of Disabled Persons." The minister and 814 special guests embarked on the six-hour excursion from North Vancouver to Squamish and back.

At Squamish, passengers were welcomed by local dignitaries; a local service club served a barbecue to the guests; and entertainment was a preview of the Squamish Loggers' Sports Day.

The highlight of the Loggers' Sports Day was an axe-throwing competition between Environment Minister Stephen Rogers and John Plul, tourism's assistant deputy minister for marketing.

During the Year:

In 1981, the Royal Hudson steam train carried 56,980 passengers on 99 runs — an average of 575 passengers per trip — on its regular excursion between North Vancouver and Squamish.



Travel Expo '81, Toronto:

'Queen Victoria' joined the ministry and Victoria Chamber of Commerce in promoting British Columbia and her namesake city at Travel Expo '81, October 1-4, in Toronto, Ontario.

A wax figure of the influential queen, who ruled the British Empire from 1837 to 1901, travelled by plane and then a limousine from the Royal London Wax Museum in Victoria to Exhibition Place in Toronto.

Her escorts were persons dressed as guards from the Victoria Heritage Village, and Chamber of Commerce members dressed in Victorian era costume.

'Queen Victoria' and her entourage occupied the ministry's information and display booth at Travel Expo.

Two thousand visitors to the booth had their photographs taken with the 'Queen', by a ministry photographer.

The ministry processed the photographs, while the Victoria Chamber of Commerce mailed them to individuals along with any requested information on the city of Victoria.

An estimated 50,000 travellers, travel agents, and tour operators visited Travel Expo and received exposure to British Columbia's winter travel opportunities.

'Salute to Canada' days, Seattle, Washington State:

'Queen Victoria' also attracted considerable attention at the ministry's travel booth in Seattle's Southcentre Shopping Mall during 'Salute to Canada' days, October 8-11.

The ministry's assistant deputy minister for marketing headed a 43-person delegation from Vancouver Island that accompanied the 'Queen'.

The ministry distributed some 40 cases of travel brochures during the four-day promotion.



MARKET DEVELOPMENT BRANCH

OBJECTIVE:

- To prepare and implement market development strategies that result in more British Columbia content in itineraries offered in all market areas.

FUNCTIONS:

- Directing and co-ordinating the activities of the four field sales offices — San Francisco, Los Angeles and Seattle in the United States, and London, United Kingdom;
- Specifying and scheduling promotional efforts to complement advertising in all market areas, in close liaison and co-ordination with the private sector;
- Working in close co-operation with all carriers, tour operators, travel agencies and other 'travel influencers' in all market areas;
- Planning and implementing winter travel development programs;
- Planning, co-ordinating and staffing consumer travel, sport, and travel-trade shows in all market areas;
- Marketing the province as a convention destination;
- Developing markets such as Japan, Mexico and Pacific Rim countries;
- Planning and conducting familiarization tours for travel agents, tour operators and travel writers/editors;
- Advising on advertising, travel film and brochure content;
- Production of the *Travel Agents Manual*.



TRAVEL TRADE SALES

Media Advertising:

Ads were placed in travel trade publications in all market areas. This is a viable method of convincing travel 'influencers' — tour operators and retail agents — to sell British Columbia to their clients as a vacation destination.

Familiarization Tours:

Familiarization tours to British Columbia effectively present our products to travel 'influencers'.

Special attention was given to automobile club counsellors during 1981. Familiarization tours were also arranged for sellers of travel from Australia, Hong Kong, Japan, West Germany, United Kingdom, Holland, Mexico, the United States and eastern Canada.

In co-operation with CP Air, the ministry hosted a group of Halifax journalists. They toured some regions of the province as part of CP Air's inauguration of direct service from Halifax to Vancouver.

Journalists from Europe, United States, Japan and eastern Canada also toured British Columbia during the year.

Trade Shows:

Major travel wholesale and retail brokers were exposed to British Columbia through various trade shows:

Educational Seminars:

- The ministry's San Francisco sales office conducted travel trade educational programs in spring and fall in 10 northern California communities. Over 500 travel agents attended the spring programs while 400 attended the fall presentation.
- INTERNATIONAL TOURISM-EXCHANGE
This international trade show was held in February in Berlin, Germany, and involved all retail tour operators and wholesale agents. It was staffed by the ministry's London sales office.
- RENDEZVOUS CANADA '81
Held in May in Halifax, buyers from world market areas perused through the new itineraries offered by Canadian travel suppliers.
- ALLIANCE OF CANADIAN TRAVEL AGENTS
Held in late May to early June, this trade show was attended by retail agents and tour operators.



MARKET DEVELOPMENT BRANCH

Educational Seminars continued:

— TRAVEL AGE WEST

Held in September and sponsored by Travel Age West Magazine, this show was for agents and tour operators in northern and southern California areas.

— BIG SKI CANADA

Held in October in Tokyo, Japan, it consisted of a show featuring winter travel sales. It was geared to establish contact with all winter tour operators prior to the ski season in British Columbia.

— JAPANESE ASSOCIATION OF TRAVEL AGENTS

This bi-annual trade show, held in December in Tokyo, Japan, enabled the ministry to contact all tour and travel operators and retail agents in Pacific Rim countries.

This major tour and travel agency promotion also allowed the ministry to supply the agents with up-to-date publications that were related to their type of sales function.



Dependable telephone and mail contact systems were established and the show enabled the ministry to suggest and organize familiarization tours of the province. The ministry was also able to encourage and support those agents who promote the British Columbia product. It also provides us with an opportunity to search for and identify new or existing companies with possibilities for British Columbia.

Travel Agents Manual:

This manual assists retail travel agents in selling itineraries featuring British Columbia content.

It lists commissionable u-drive, train, motor-coach, tour packages along with ranch vacations, raft expeditions, wilderness tours and vacations for skiers, hunters, hikers and fishermen.

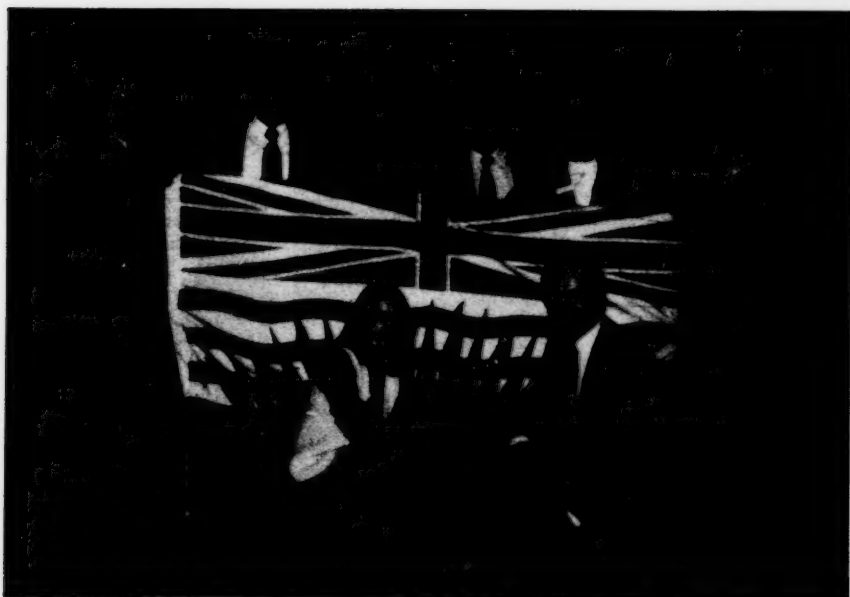
Over 15,000 copies were distributed to retail agents around the world at trade shows, and to all carriers and transportation firms that sell British Columbia as a travel destination.

Travel Shows:

Travel shows enable ministry sales staff to meet consumers on a one-to-one basis and to encourage them to consider British Columbia as their next vacation experience.

The ministry participated in these consumer shows in 1981:

	<u>Estimated Attendance</u>
— Anaheim Sports and Travel Shows	100,000
— Portland Sports and Travel Show	70,000
— Los Angeles Travel Show	75,000
— Canadian Sportsmen Show	200,000
— Travel Age West Show (one-day consumer)	10,000
— Los Angeles Ski Show	1,200
— San Francisco Ski Show	2,000
— American Bus Association (one-day consumer)	1,400



MARKET DEVELOPMENT BRANCH

Special Travel Sales Mission to Germany:

In October, the minister led a British Columbia tourism marketing team to eight West German cities: Frankfurt, Berlin, Stuttgart, Karlsruhe, Hamburg, Hanover, Dusseldorf, and Cologne.

The 10-day tour was a success that reached far beyond expectations.

Travel wholesalers, travel agents and representatives from travel and incentive houses received the five-person delegation's presentation enthusiastically and complimented them for their professionalism. The delegation effectively brought British Columbia closer to the hearts of the German travel trade. The minister held well-attended news conferences at every city for travel and financial page editors.

Winter Travel Development:

The ministry participated in several consumer ski shows and over 374,000 persons had the opportunity to learn about the province's skiing adventures. Major markets tackled included Toronto in eastern Canada, and San Francisco, Los Angeles and Chicago in the United States.

Trade promotions were organized for agents and wholesalers in Japan, eastern Canada and Los Angeles and San Francisco in the United States.

Familiarization tours were conducted for travel agents and other travel influencers from Japan, Australia, eastern Canada and the United States.



Some 120,000 copies (in English) and 29,000 copies (in Japanese) of the provincial ski brochure were distributed.

Ski packages in the Travel Agents Manual were increased.

In co-operation with the British Columbia Ski Marketing Advisory Council (SMAC), the snow phone was expanded to include: (a) ski reports to all Canadian Government Offices of Tourism out-of-country field offices; (b) a direct line to the eastern Canadian market through the Barrie information centre; and (c) a ski report carried on Air Canada's computer.

Selected ski media persons from around the world were hosted at ski resorts throughout the province. The result was numerous articles on skiing in the province in magazines and extensive radio and television coverage.

An inventory of cross-country ski resort facilities was initiated.

Scuba Diving:

A new film on scuba diving in British Columbia — by world-renowned cinematographer Jack McKenney — was completed and will have its première at the Diving Equipment Manufacturers' Association Convention in 1982.

The "Emerald Sea" will be screened at 30 major Canadian and United States cities in 1982.

Presentations were made to selected scuba diving clubs in eastern Canada and the Pacific northwest during the year.

Selected media persons were hosted at various coastal resorts. The result was good magazine coverage internationally of scuba diving in the province.

A diving poster was designed in-house for distribution in 1982. They will be featured on all British Columbia Ferries.

Snowmobiling:

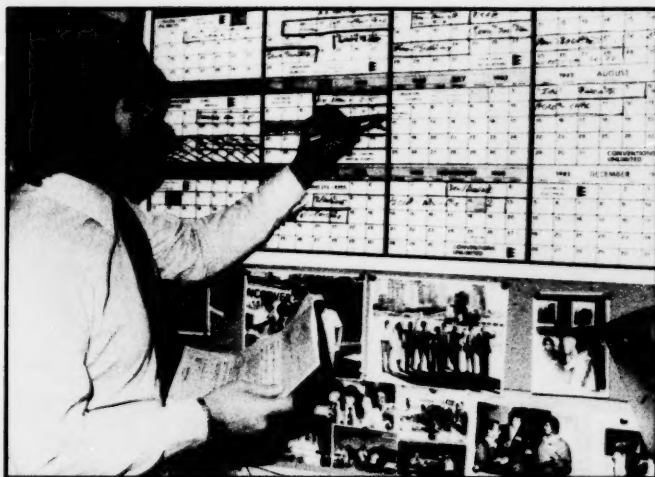
A new brochure on snowmobiling in British Columbia was produced in co-operation with the British Columbia Snow Vehicle Association for distribution in 1982.

CONVENTIONS AND INCENTIVE TRAVEL DEVELOPMENT

Marketing:

Major efforts to promote conventions and incentive travel were:

- A reception hosted by the ministry in Washington, D.C., for 30 association executives;
- A dinner in Atlanta, Georgia, hosted by the Canadian Government Office of Tourism and the ministry for 17 association executives and incentive buyers;
- International congress dinners in London, United Kingdom, and The Hague, The Netherlands, in September. The minister was the host to 35 international congress secretariats at the London affair and 17 international representatives at The Hague dinner;



MARKET DEVELOPMENT BRANCH

- A luncheon and reception in Stuttgart, West Germany, hosted by the ministry to promote incentive travel development. This resulted in a site inspection trip to Whistler and Vancouver being scheduled for 1982;
- Calls made by Contacts Pacific and the ministry in February on major incentive houses in Chicago, Illinois; St. Louis, Missouri; Minneapolis, Minnesota; and Dayton, Ohio — several dinners and receptions were held and these generated reservations for some 11,000 room nights in the province for 1982 and 1983;
- A dinner in Vancouver hosted by the Canadian Government Office of Tourism and the ministry for local International Association Executives — 15 executives attended this Venue Canada International Congress promotional dinner where the International Convention Committee and the ministry were able to follow up on leads for more international congresses to be held in the province;
- The Canada Calling market places for association executives in Chicago, Illinois, and New York, New York.

During the year, the International Congress Committee and the ministry continued to record successes in bidding for international congresses — 14 in 1981 each expected to bring in about 1,000 delegates.

Some of these major ones are:

- International Congress on Aesthetics and Cosmetology — July 1982 — 1,500 delegates;



- International Congress on Oral Surgery — 1986 — 1,500 delegates;
- International Ski Federation — May 1985 — 1,000 delegates;
- The Ninth International Meeting of the International Society of Neuro Chemistry — July 1983 — 1,200 delegates;
- World Esperanto Congress — 1984 — 1,200 delegates;
- International Purchasing Management Association — 1985 — 1,500 delegates.

During the year the ministry also attended these trade shows and conferences:

- American Society of Association Executives' annual meeting and trade show in Acapulco, Mexico — some 900 association executives attended;
- Incentive Travel Trade Show in Chicago, Illinois — about 37 countries participated in the travel section;
- Institute of Association Executives annual meeting in Vancouver — the ministry hosted the opening reception and the minister officially welcomed the 400 delegates to the province;
- Western Conference of Association Executives annual meeting in Monterey, California — The Canadian Government Office of Tourism and the ministry co-hosted a luncheon for the record 645 delegates in attendance and Vancouver was successfully promoted as the site for the association's meeting in 1982;

- International Congress and Convention Association's annual meeting in Salt Lake City, Utah — Canada had the second largest delegation at this event and the Canadian Government Office of Tourism, Travel Alberta and the ministry co-hosted a luncheon for 290 delegates from 85 countries attending this meeting;
- The Meeting Planners International dinner in Toronto;
- The Joint Medical Conference's annual meeting in Los Angeles, California, where 600 delegates from 275 medical associations attended.

Familiarization Tours:

During the year, the ministry conducted or was involved in organizing familiarization, or 'FAM', tours for (a) New York association executives, (b) Chicago, Illinois, association executives, (c) Washington, D.C., association executives, (e) E.F. MacDonald Incentive House, and (f) Business Incentive and PIC Incentive House.

Site Inspections:

About 10 persons from each of the above familiarization tours participated in site inspections and many conferences were booked. Many incentive programs were also developed as a result of the tours.

In addition, there were some 25 site inspections conducted for individual association executives during the year.



FILM DEVELOPMENT BRANCH

OBJECTIVE:

- To encourage feature films, television and commercial producers to locate and produce their projects in the province.

FUNCTIONS:

- Promoting the province as the preferred area in North America for the most economical shooting of feature films, television and commercial productions and for offering a wide variety of choices for location sites;
- Assisting production personnel in selecting locations and in producing film, television and commercial projects in the province.



Productions:

Ten projects including seven feature films, a television movie, and a television series episode, with budgets totalling \$29.9 million, were produced in the province during the year.

The films produced were: *Motherlode* (\$6.5 million), *First Blood* (\$11 million), *The Thing* (\$5 million of its \$13.7 million in British Columbia), *The Columbian Connection* (\$600,000), *Ups and Downs* (\$800,000), *Never Cry Wolf* (\$800,000 — finishing off picture begun 1980), *Eureka* (\$2 million of its \$11 million total), *The Link* (\$500,000 of its \$5 million total).

The *Hart to Hart* television series spent \$200,000 here on an episode. *A Piano for Mrs. Cimino*, a television movie starring Bette Davis and Keenan Wynn spent \$2 million in British Columbia.

Disney productions returned to British Columbia to spend \$200,000 for their circle-vision project.



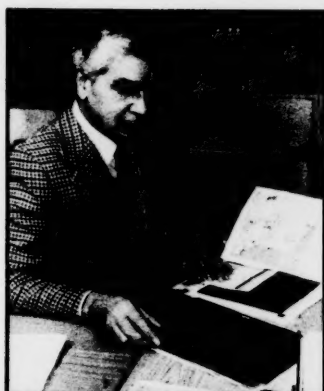
SPECIAL SERVICES BRANCH

OBJECTIVE:

- To create and produce materials — editorial, photographic, graphic and cinematic — to further the province's tourism industry; and to provide support services for the ministry's other branches and other provincial ministries.

FUNCTIONS:

- Producing the quarterly *Beautiful British Columbia* magazine and other related publications that are sold to the public;
- Producing travel films;
- Producing the ministry's tourism promotional publications;
- Scheduling, ordering and expediting the ministry's printing requirements;
- Producing still photographs for the ministry and other government agencies;
- Operating the ministry's film and still production laboratories;
- Maintaining movie films and still photo libraries;
- Liaising with regional tourism associations in production of regional brochures and films.



Beautiful British Columbia Magazine:

The quarterly *Beautiful British Columbia* magazine observed its 23rd year with the publishing of the summer '81 issue.

Some 432,160 copies per issue were published in 1981.

Special Publications:

In 1981, some 30,000 copies of the special, *British Columbia's Highway on the Sea*, were produced under the ministry's sponsorship.

The full-color special publication augmented the series of specials previously published by the magazine. These include: *This is British Columbia: Our Natural Heritage*; *This is British Columbia: A Poetic Reflection*; *This is British Columbia: Recipes Through the Years*; *The Royal Hudson Tour*; *Tall Ships Sail the Pacific*; *Locations*.

The series of regional specials previously published by the magazine include: *Beautiful British Columbia's Great North*; *Beautiful British Columbia's Okanagan-Similkameen*; *Beautiful British Columbia's Land of the Thompson*; *Beautiful British Columbia's Southeast Corner*; *Beautiful British Columbia's Vancouver Island*; *Beautiful British Columbia's Lower Mainland*; and *Beautiful British Columbia's Cariboo*.

Informational Publications:

During the year, the following publications were produced by the ministry:

- 1981 Calendar Diary, *Beautiful British Columbia* magazine — 360,000 copies;
- *Beautiful British Columbia's Highway on the Sea* — 30,000 copies;
- *British Columbia Road Map* — 1,500,000 copies;
- *All About British Columbia* brochure (new booklet format) — 350,000;
- *Calendar of Events*
 - i. Fall/Winter — 90,000 copies;
 - ii. Spring/Summer — 350,000 copies;
- *Travel Information and Accommodation Directory 1981* — 900,000 copies;
- *Tourism British Columbia* newsletter
 - Vol. 5, No. 1 — 25,000 copies;
 - Vol. 5, No. 2 — 25,000 copies;
 - Vol. 5, No. 3 — 25,000 copies;
- *Travel Agent's Manual* — 14,000 copies;
- *Vancouver Visitor's map* — 400,000 copies;
- *Ski brochure* — 175,000 copies;
- *Royal Hudson Train brochure* — 80,000 copies;
- *Large pictorial envelopes* — 200,000;
- *Festival shell* — 1,000,000;
- *Tour B.C. series* — 24 releases;
- *Convention kit pocket folder* — 110,000;
- *1980 Annual Report* — 3,000 copies.



SPECIAL SERVICES BRANCH

Graphic Design and Photographic Productions:

The ministry designed and produced brochures for its own use and assisted in the graphic design and production of promotional materials for other ministries and regional associations.

Some 64,609 black-and-white and color prints were produced by the ministry during the year. In 1980, a total of 55,189 prints were produced.

The photographs were used in the *Beautiful British Columbia* magazine, other brochures and publications, posters, the *Tourism British Columbia* newsletter, news releases, travel stories and to meet requests from newspapers, magazines, and other publications from around the world.

The ministry's four photographers travelled a total of over 100 000 kilometres by car, airplane, boat, train, river raft, submarine, and foot during the year to take some 20,000 photographs of the province's landscape, peoples, attractions, and special events. They covered every region in all seasons.

The ministry's still-photo library now has some 53,600 color negatives on file and updated photo albums on each region. There are 22,120 black-and-white negatives on file.



During the year, a photo librarian position was established to develop and improve the cataloguing and retrieval of photographs and slides.

In 1981, some 450 original color slides were added to the file of 2,500 original slides. A total of 5,000 duplicates were produced for publication and publicity requests.

The photographic studio, for taking portraits of cabinet ministers, members of the Legislative Assembly, and senior government officials, was active throughout the year.

TRAVEL FILMS

The ministry's 29 travel films were viewed by audiences in Canada, the United States, France, Germany, Japan, and the Netherlands.

In 1981, the ministry phased out the film library operated in Vancouver to promote efficiency and economy for film distribution.

Film distribution in and out of the province is handled by the National Film Board and the Canadian Government Office of Tourism.

Production:

A new travel film titled *Here to Share*, featuring British Columbia's west Kootenay region, was produced in-house in 1981. German, Japanese and French versions of the films have been produced. A sports fishing film, yet incomplete, will emphasize the catch-and-release method of fishing.

Titles produced by the ministry before 1981 include:

British Columbia — *Nature's Masterpiece* (22 mins.), *Majesty of Water* (25 mins.), *Royal Hudson* (8 mins.), *Steelhead River* (12.21 mins.), *Happiness Is* (14 mins.), *Impressions of the Peace* (14 mins.), *Ski Supernatural* (15 mins.), *Atlin* (13 mins.), *The Fraser Canyon* (18 mins.), *Land of the Red Goat* (20 mins.), *Big Game Camera Holiday* (14.13 mins.), *Echoes of Gold* (15 mins.), *The Great Annual Bathtub Race* (12.20 mins.), *Unknown Rockies* (20 mins.), *If I Didn't See It I Wouldn't Believe It* (18 mins.), *Highways to Splendour* (25 mins.), *Guide to a Salmon* (24 mins.), *Island Eden* (25 mins.), *'Ksan* (28 mins.), *Mirror to the Sun* (25 mins.), *Because It's Home* (29 mins.), *Highway One* (27 mins.), *The Land Between* (26 mins.), *This is the Place* (25 mins.), *The Way Back* (45 mins.), and *Sounds of Silence* (24 mins.).



INFORMATION SERVICES BRANCH

OBJECTIVE:

- To handle the publicity and public relations for the ministry, and to assist in the promotion of British Columbia as a travel destination.

FUNCTIONS:

- Producing news releases emanating from the ministry;
- Publishing the *Tourism British Columbia* newsletter, drafting speeches, messages, correspondence and reports for the minister and senior ministry officials;
- Producing the *Tourism British Columbia Travel Guide for the Disabled*;
- Producing the ministry's *Annual Report*;
- Producing publications and brochures on the ministry's programs, policies and projects;
- Producing travel features for the media;
- Producing press kits containing travel features, photographs and other information for publications;
- Determining editorial needs and providing editorial material to travel editors and travel media throughout the world.

News Releases:

The ministry issued 40 news releases on its plans, policies, programs and projects on the performance of the travel industry.



Newsletters:

Three *Tourism British Columbia* newsletters were published in 1981 to supplement the news releases and other material issued by the ministry. The newsletters are geared to inform the tourist industry about trends in the industry and the ministry's plans, policies, programs, and projects.

Tour British Columbia Series:

The ministry mailed 24 mini travel stories to all weekly and daily newspapers in the province and other interested individuals and media outlets.

The series emphasized circle tours of the province.

Travel Features:

The ministry commissioned free-lance writers to write full-length travel features on various attractions in British Columbia for out-of-province newspapers and magazines. Travel features were also written by staff to meet specific requests from travel and trade publications.

Travel Guide for the Disabled:

As a tribute to the United Nation's declaration of 1981 as "International Year of Disabled Persons" and to expand the scope of British Columbia's tourist promotion the ministry produced 50,000 copies of

the *Travel Guide for the Disabled*, containing information on transportation and accommodation facilities and attractions throughout British Columbia to which disabled persons have access.

Mail outs:

Over 100,000 pieces of information and photographs were mailed out during the year. These include news releases, *Tour British Columbia* series, travel features, information packages, individual photographs, etc. This total does not include the *Tourism British Columbia* newsletter, which is handled by the postal branch.

For example, 3,000 information packages containing photographs, travel features and other information were mailed to daily newspapers and magazines in Canada and the United States.

Individual mail and telephone requests from publications around the world seeking photographs and editorial material were accommodated.

Editorial Contacts:

In 1981, an 18-day-tour of editorial offices of influential dailies and travel publications in California, Washington, and Oregon was conducted.

Editors were briefed on the editorial and photographic services provided by the ministry. The new federal sports fishing regulations were clarified, travel features were distributed and tips on more effective methods for publicizing British Columbia were obtained.



VISITOR SERVICES BRANCH

OBJECTIVES:

- To develop and provide visitor reception and information facilities;
- To stimulate improvement in accommodation standards;
- To encourage industry development.

FUNCTIONS:

- Annual inspection of over 2,000 transient accommodation facilities by tourist accommodation counsellors based in Victoria, Vancouver, Vernon, Cranbrook and Prince George;
- Overseeing production of tourist information publications;
- Warehousing and distributing of ministry's travel literature;
- Maintaining, controlling and distributing available industry publications;
- Administering the year-round and seasonal information centres;
- Providing travel counsellors on British Columbia Ferries during peak hours in the summer;
- Recruiting and supervising some 85 seasonal and permanent travel counsellors, liaising with the labor ministry on the Youth Employment Program;
- Maintaining and developing more advanced communications with the province's nine regional tourism associations and administering the Regional Contributing Grants Program.



ACCOMMODATION SERVICES

Accommodation, Inspection, Registration and Counselling:

Accommodation counsellors visited and inspected more than 2,500 tourist accommodation establishments in 1981.

More than 1,850 were approved for inclusion in the *Travel Information and Accommodation Directory*. This represents a small increase from the 1981 listings.

A number of operators were encouraged to upgrade their establishments.

All registered and approved establishments received the ministry's room rate cards and a certificate of approval for display.

Travel Information and Accommodation Directory:

In 1981, the 57th consecutive issue was prepared and published. Close to 1,000,000 copies were mailed to points around the world.

Brochure Warehousing and Distribution:

To effectively distribute the ministry's brochures and promotional material, three distribution warehouses were operated: in Victoria, Burnaby and Seattle.

Weekly stock reports were compiled from each warehouse to maintain control of available literature.

During 1981, the ministry distributed literature and publications printed by the ministry and the nine regional tourist associations to more than 35 countries.

Brochure Distribution on British Columbia Ferries:

A subsidy was extended to a private firm to assist in defraying the cost of the distribution of brochures on British Columbia Ferries.

The firm placed some 600 individual brochures, representing all aspects of the tourism industry in the province, on the ferries.

All brochures carried by the ferry fleet were approved by the ministry.



VISITOR SERVICES BRANCH

Travel Information and Counselling:

The ministry's 11 information centres were open during the year according to the dictates of visitors' traffic patterns, five on a year-round basis and six seasonally.

Some 85 persons took the ministry's one-week Travel Counsellor Techniques Course and were hired for various travel counselling positions. Four trained and experienced supervisors and travel counsellors offered the course at various locations throughout the province.

Total enquiries over-the-counter, by phone and by mail exceeded 1,440,000.



Location	Counter	Phone	Mail
Victoria	24,355	13,318	99,975
Vancouver	237,505	80,472	10,394
Vancouver International			
Airport	324,864	7,027	—
Douglas	224,126	3,279	66
Abbotsford	183,719	5,007	87
Golden	61,696	672	33
Osoyoos	26,295	695	—
Yahk	29,910	64	14
Banff	46,441	64	14
Mt. Robson	46,735	—	—
Dawson Creek	12,151	460	2
	<u>1,217,797</u>	<u>112,065</u>	<u>110,677</u>

FERRIES

Horseshoe Bay-			
Departure Bay	32,704	—	—
Tsawwassen-Swartz Bay	50,162	—	—
	<u>82,866</u>		
TOTALS	<u>1,300,663</u>	<u>112,065</u>	<u>110,677</u>
GRAND TOTAL	<u>1,523,405</u>		

Foreign Currency Exchange Service:

A private firm operated a foreign currency exchange at the ministry's Douglas Information Centre on a lease basis.

The exchange maintains the same hours as the ministry.

Travel Counselling on British Columbia Ferries:

Travel counselling services were offered during peak hours aboard the British Columbia Ferries plying between Horseshoe Bay/Departure Bay and Tsawwassen/Swartz Bay, from June 29 till the end of the Labor Day weekend.

Over 80,000 passengers were assisted with travel information.



VISITOR SERVICES BRANCH

ACTIVITIES:

Travel Counsellor Winter 'FAM' (Familiarization) Tour:

In 1981, 10 counsellors toured the Okanagan — visiting four ski areas and discussing with the operators the facilities and services offered. The counsellors also participated in many of Kelowna's 'Snow Fest' activities.

Brochure Approval Committee:

Brochures distributed at the various tourist information centres were approved or rejected by the brochure appeal committee according to the set guidelines. Over 530 individual brochures were approved, with approximately 350 handled in bulk. Supplies were ordered and distributed continuously throughout the year.



INFORMATION MATERIALS:

Reference Manual:

A detailed reference manual containing some 70 information sheets was produced to assist the ministry's travel counsellors in aiding visitors.

The manual contained information on a variety of topics, such as blossom times in the Okanagan and Creston Valleys, bicycle routes, cruise ship arrivals and recreational vehicle rentals.

As an ongoing training program for chambers of commerce participating in the Youth Employment Program, reference manuals were supplied.

Travel Counsellor Training Manuals:

The ministry prepared a set of seven manuals for travel counsellors attending the Travel Counselling Techniques (Basic) Course. A set covers tourism geography, industries and resources, transportation history, recreation and a resource guide.

All About British Columbia Brochure:

The second edition of All About British Columbia was produced in 1981. It was designed to service a variety of visitor enquiries. The travel counselling section updated the publication using a variety of sources.

Calendar of Events Brochure:

This semi-annual publication details attractions and events in nearly every part of the province from art exhibits to sea festivals and winter carnivals.

The fall/winter and spring/summer calendars had a combined circulation of 440,000 during 1981.

Tourist Alert:

The ministry assisted the RCMP in locating travellers throughout the province, to attend to urgent personal matters, under the Tourist Alert Program.

The ministry provided a list of contact names, addresses and phone numbers where the Tourist Alert notices could be posted.

The ministry also produced the red and white logo stickers for the program and distributed them to the contacts.

Welcome to Canada Brochure:

The ministry participated with the Canadian Government Office of Tourism and Canada Customs in an awareness program designed to familiarize custom officials on the importance of their role in the tourism industry. A publication, Welcome to Canada, was produced and distributed at border entry points to inform visitors about our laws and regulations.



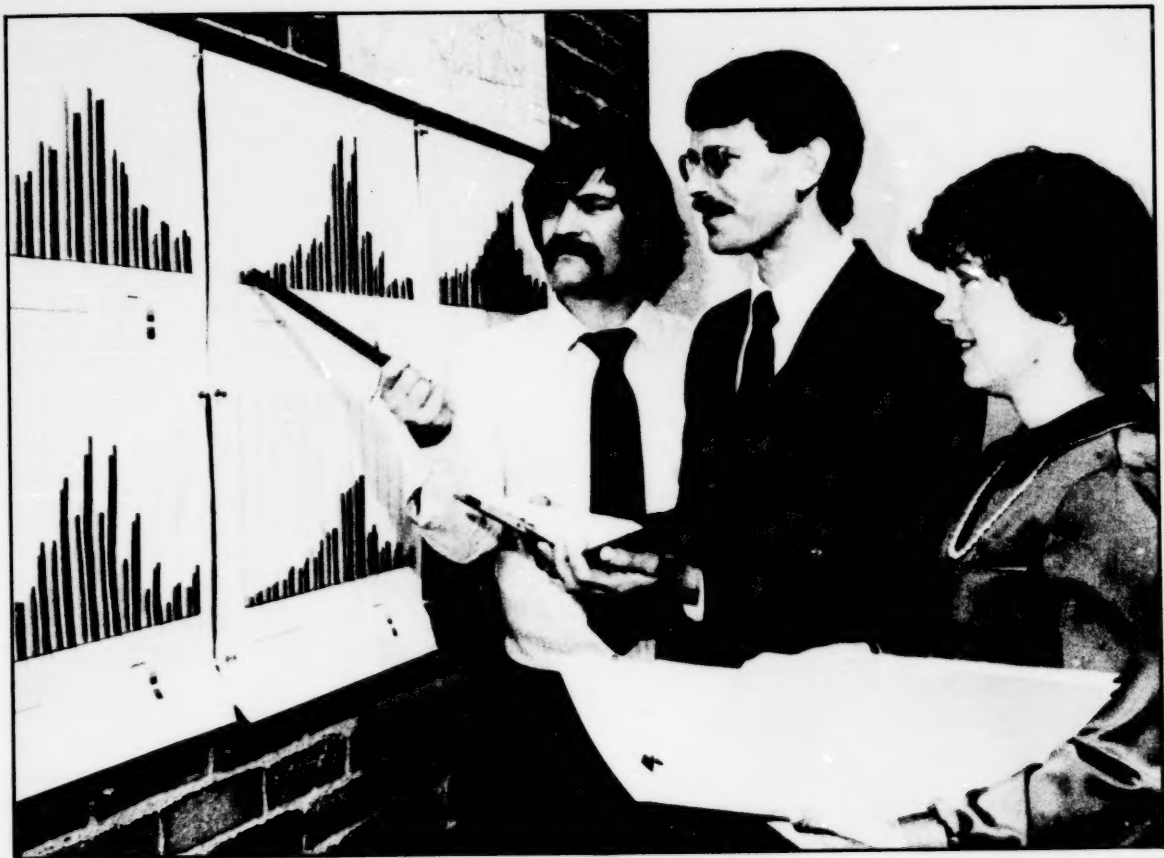
POLICY DEVELOPMENT AND PLANNING BRANCH

OBJECTIVE:

- To provide policy analysis, planning and research services, and to maintain an up-to-date tourism data bank.

FUNCTIONS:

- Organizing and co-ordinating the ministry's research programs;
- Undertaking survey and research projects;
- Monitoring monthly performance of the tourism industry, maintaining liaison with the ministry's Visitor Services Branch and tourism associations in compiling regional and sector information;
- Undertaking an annual inventory of tourist accommodation facilities;
- Preparing regular articles and reports on tourism status for public distribution;
- Maintaining a tourism research library;
- Providing assistance to advertising agencies on media advertising, ad testing, and updating of the *Marketing Plan*;
- Participating with federal/provincial agencies in the administration of the Travel Industry Development Subsidiary Agreement;
- Representing the ministry in intergovernmental meetings at the provincial level;
- Advise senior officials on:
 - resource conflicts pertaining to tourism;
 - policy.



Performance Indicators:

To obtain a concise monitor of the travel industry's performance, a system of monthly recordings of 15 selected travel industry statistics has been maintained since 1975.

The monthly indicators include border crossings, air and ferry traffic, hotel and motel occupancies, restaurant sales and information inquiries.

Accommodation Inventory:

Information on some 2,000 accommodation establishments listed in the ministry's annual *Tourist Accommodation and Campground Directory* is computerized to produce an inventory of facilities by types and sizes and property turnovers by tourism region and classification.

Tourism Performance Model:

In 1977, a tourism performance model was developed to measure the travel industry's performance.

The model is a useful internal planning tool for determining performance and measuring objectives of programs in addition to producing short-term forecasts based on current trends.

The computer model provides year-end estimates of the number of travellers by mode of transportation, regional distributions with details of within-region tourism activity, and balance of payments estimates.

Tourism Highlights Report:

Tourism Highlights is an annual statistical report on British Columbia's travel industry.

It details current tourism revenues, market information and the demographic and psychological profiles of travellers to the province.

Data on regional tourism activity is also featured.

Travel Industry Development Subsidiary Agreement:

The ministry continued to be involved in policy administration of the five-year, \$50-million, federal-provincial Travel Industry Development Subsidiary Agreement designed to stimulate investment in the tourist industry.

The main objectives of TIDSA are: to stimulate and diversify the economy; to create jobs; to improve the balance of payments; and to develop British Columbia's tourism potential.

The agreement covers five program areas: industry studies and planning, industry organization, industry upgrading, travel generators, and skiing development.

There is a technical sub-committee for each program and this committee makes recommendations on applications to the management committee.

The ministry is represented on the five technical sub-committees and on the management committee.



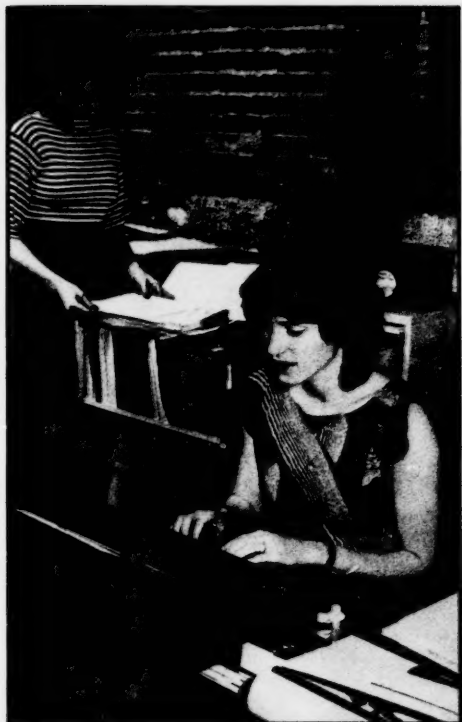
EDUCATIONAL SERVICES BRANCH

OBJECTIVES:

- To generate an improved quality of service to the visitor through education and training programs and encourage the development of professional skills within the industry.

FUNCTIONS:

- To encourage industry and community involvement in training programs;
- To work toward the establishment, maintenance and development of standards for services and training in the industry and encourage industry compliance with such standards;
- To generate a positive, enthusiastic and professional attitude towards those individuals working in the hospitality sector at all levels;
- To promote the hospitality sector of tourism as a viable area for career opportunities;
- To develop, implement and deliver hospitality-related programs to the industry.



Travel Counselling Techniques (Basic) Course:

During 1981, 20 courses were offered at community colleges throughout the province.

The 30-hour, five-day course is co-sponsored by the Ministry of Education and is recognized by this ministry as the provincial core curriculum for travel counsellors.

Some 231 persons successfully completed the mandatory course for the ministry's travel counsellors.

Hospitality Certificate Course:

The ministry's Hospitality Certificate Course continued to generate enthusiasm in its fifth year.

"Customized courses" were offered to: (i) Liquor Distribution Branch of the Ministry of Consumer and Corporate Affairs; (ii) Empress Taxi Ltd., Victoria; (iii) Ministry of Labour, and (iv) employees at the province's ski areas.

A total of 1,559 persons took the course in 1981.

Since the course was introduced, some 12,200 customer-oriented employees have completed the course.

This eight-hour program makes each individual aware of the potential of tourism in the province and that each person must strive for a personal goal within the industry.

Ski Industry Training Course:

A specialized training course was developed for key personnel, supervisors and management of ski areas in the province.

This course reinforces the Hospitality Certificate Course (ski version) and filled a recognized void in ski management training available.

Seventy-four students from eight ski areas participated in five pilot programs.

On request, a reinforcement module for both courses is available.



BEAUTIFUL BRITISH COLUMBIA MAGAZINE BRANCH

OBJECTIVE:

- To ensure that *Beautiful British Columbia* magazine and other special publications of the ministry reach as wide an audience as possible throughout the world.

FUNCTIONS:

- Marketing *Beautiful British Columbia* magazine and other special publications of the Ministry;
- Processing subscriptions;
- Ensuring prompt and proper distribution throughout the world;
- Distributing the magazine to wholesalers and agents in Canada and the United States.



Marketing:

Some 439,445 copies per issue were published in 1981.

The magazine had 380,217 paid subscribers, up from 372,839 in 1980. Newstand sales were at 40,000. The remaining copies were distributed as travel publications.

A total of 380,217 copies were distributed in 180 countries.

The school subscription drive was continued in 1981. The fund-raising project paid the schools \$1 for every subscription sold.

Over half of the Lions Clubs in the province joined in a subscription drive, under the auspices of the British Columbia Lions Society for Crippled Children, during the Timmy's Telethon with \$1 per subscription going towards charity.

Over 8,000 subscriptions to the magazine were sold.

Subscription coupons were also placed in the billing statement envelopes of British Columbia Hydro and Eaton's.

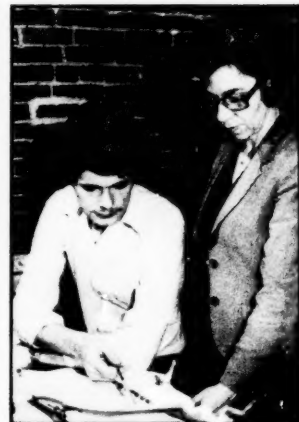
Sales:

Beautiful British Columbia magazine revenues from newsstand sales, subscription sales, and special editions totalled \$1,968,495 in 1981.

Special issue sales (1981 only):

During the year, sales of the special editions of the *Beautiful British Columbia* magazine continued with only copies of *Beautiful British Columbia's Lower Mainland* (published in 1980), *Beautiful British Columbia's Cariboo* (published in 1980), and *Beautiful British Columbia's Highway on the Sea* (published in 1981) being still available at year's end.

Six other special editions, published between 1978 and 1979, have been sold out.



FINANCE, ADMINISTRATION AND PERSONNEL BRANCH

OBJECTIVE:

- To provide financial, administrative and personnel services to the ministry.

FUNCTIONS:

- Processing expenditures, revenue and payroll;
- Monitoring and maintaining records of all expenditures;
- Advising and co-ordinating the purchase of supplies and equipment;
- Planning and co-ordinating office space and buildings;
- Purchasing vehicles and co-ordinating their use;
- Distributing program policy and procedure forms and administrative information;
- Liaising with the Ministry of Finance, the Comptroller-General's Office, Treasury Board, Government Employee Relations Bureau and other provincial ministries regarding financial matters;
- Providing and developing a competent and effective personnel resource within the ministry through: staff training and development programs, performance appraisal system, administration of compensation and benefit plans, management system analysis and organizational job design studies, personnel selection methods, job classification and evaluation, administration and interpretation of collective agreements, administration of labor relations matters, and performing an advisory service to management.



Financial Planning:

During the year, Zero Base Budgeting was introduced and implemented.

The expenditures of the ministry's various branches were monitored throughout the year to ensure that spending was kept within the budget allocation.

The branch was also involved in preparing the various reports concerning the ministry's financial affairs.

The branch was continuing to develop an internal financial reporting system to provide up-to-date financial data on each section and branch.

Finance Administration:

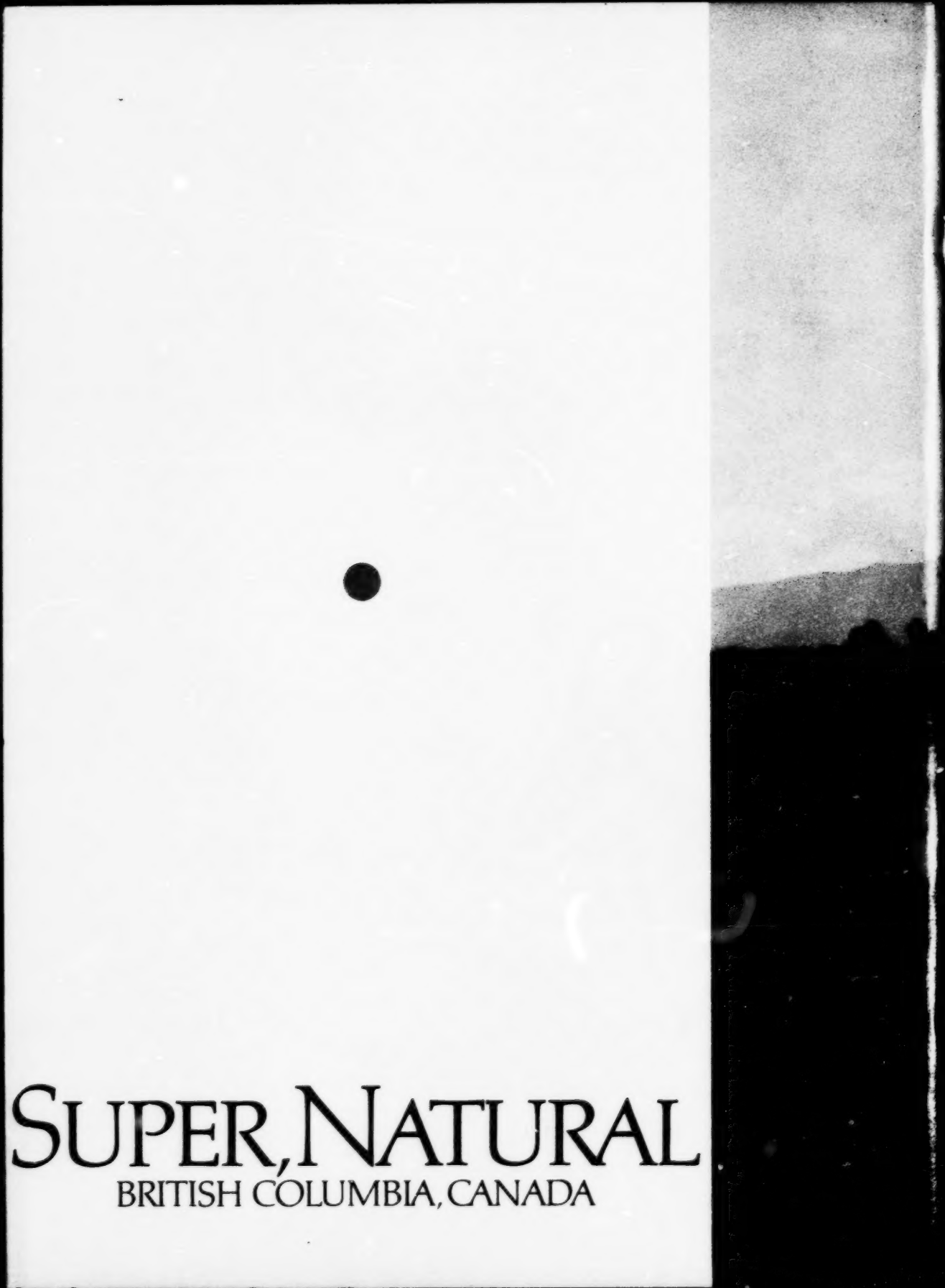
The ministry's budget for the 1981/82 fiscal year was \$15,004,256 and there were 108 full-time permanent positions.

During the 1981/82 fiscal year, an accounts and payroll section was established in the ministry. These functions were formerly carried out by the Comptroller's Office of the Ministry of Provincial Secretary and Government Services.

An 'Occupational Health and Safety Policy and Procedures' manual and a 'Financial Signing Authorities' manual were developed during the year.

The branch also conducted a study of the Visitor Services Branch's accommodation needs in co-operation with the British Columbia Buildings Corporation.

And the ministry's expenditure payment process system was improved to ensure that suppliers' invoices were processed immediately.



SUPER, NATURAL

BRITISH COLUMBIA, CANADA